



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

AO-2 LLC  
7508 Wingfoot Drive  
Raleigh, NC 27615

# Contract # 333770

Schedule Dates 10/24/12-11/04/12  
Advertiser Pol/Iss/B Wood/D/NC State Auditor (16957)  
Agency AO-2 LLC (6310)  
Product Political - Local Candidate (1069)  
Brand POLITICAL (28001)  
Salesperson Wade, Dave (1546)  
Sales Office WSOC-TV  
Buyer Name Overcash, Susan  
Phone/Fax (919) 818-2946 /  
CPE 18718  
Account Types Local/Political  
Billing Type Standard  
Comments

Date Entered 09/26/12  
Last Modified 09/26/12  
Entered By Dave Wade  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$5,392.50  
Net Total \$30,557.50  
Sales Tax

| Charlotte (WSOC)   |       |             |
|--------------------|-------|-------------|
| By Broadcast Month | Spots | Rate        |
| Oct. 2012          | 18    | \$13,000.00 |
| Nov. 2012          | 30    | \$22,950.00 |
| Grand Total:       | 48    | \$35,950.00 |

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times       | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station          | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|----------|---------|
| 1.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 5A- 5:30A (EST) |     |    |    | 1  | 1  | 1  |    |    | 3     | \$650.00   | \$1,950.00 | Charlotte (WSOC) |          | 9/26/12 |
| 2.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 5:30A- 6A (EST) |     |    |    | 1  | 1  | 1  |    |    | 3     | \$700.00   | \$2,100.00 | Charlotte (WSOC) |          | 9/26/12 |
| 3.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 6A- 7A (EST)    | 1   |    |    | X  | X  | X  |    |    | 1     | \$1,500.00 | \$1,500.00 | Charlotte (WSOC) |          | 9/26/12 |
| 4.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 12P- 1P (EST)   |     |    |    | 1  | 1  | 1  |    |    | 3     | \$650.00   | \$1,950.00 | Charlotte (WSOC) |          | 9/26/12 |
| 5.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 4P- 5P (EST)    | 2   |    |    | X  | X  | X  |    |    | 2     | \$1,200.00 | \$2,400.00 | Charlotte (WSOC) |          | 9/26/12 |
| 6.0  | Normal Line / Spot             | 10/24/12-10/26/12 | 3   | :30    | 4:30A- 5A (EST) | 2   |    |    | X  | X  | X  |    |    | 2     | \$275.00   | \$550.00   | Charlotte (WSOC) |          | 9/26/12 |
| 7.0  | Normal Line / Spot             | 10/27/12-10/27/12 | 3   | :30    | 6A- 7A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$500.00   | \$500.00   | Charlotte (WSOC) |          | 9/26/12 |
| 8.0  | Normal Line / Spot             | 10/27/12-10/27/12 | 3   | :30    | 8A- 9A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$800.00   | \$800.00   | Charlotte (WSOC) |          | 9/26/12 |
| 9.0  | Normal Line / Spot             | 10/28/12-10/28/12 | 3   | :30    | 6A- 7A (EST)    |     |    |    |    |    |    |    | 1  | 1     | \$450.00   | \$450.00   | Charlotte (WSOC) |          | 9/26/12 |
| 10.0 | Normal Line / Spot             | 10/28/12-10/28/12 | 3   | :30    | 8A- 9A (EST)    |     |    |    |    |    |    |    | 1  | 1     | \$800.00   | \$800.00   | Charlotte (WSOC) |          | 9/26/12 |
| 11.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 5A- 5:30A (EST) | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$650.00   | \$3,250.00 | Charlotte (WSOC) |          | 9/26/12 |
| 12.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 5:30A- 6A (EST) | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$700.00   | \$3,500.00 | Charlotte (WSOC) |          | 9/26/12 |
| 13.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 6A- 7A (EST)    | 3   | X  | X  | X  | X  | X  |    |    | 3     | \$1,500.00 | \$4,500.00 | Charlotte (WSOC) |          | 9/26/12 |
| 14.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 12P- 1P (EST)   | 1   | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$650.00   | \$3,250.00 | Charlotte (WSOC) |          | 9/26/12 |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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|                |   |               |             |
|----------------|---|---------------|-------------|
| Schedule Dates | 10/24/12-11/04/12                         | Date Entered  | 09/26/12    |
| Advertiser     | Pol/Iss/B Wood/D/NC State Auditor (16957) | Last Modified | 09/26/12    |
| Agency         | AO-2 LLC (6310)                           | Entered By    | Dave Wade   |
| Product        | Political - Local Candidate (1069)        | CO-OP         | No          |
| Brand          | POLITICAL (28001)                         | Headline #    |             |
| Salesperson    | Wade, Dave (1546)                         | Demo          |             |
| Sales Office   | WSOC-TV                                   | Order Type    | Normal      |
| Buyer Name     | Overcash, Susan                           | Package Deal  |             |
| Phone/Fax      | (919) 818-2946 /                          | Commission %  | 15.00       |
| CPE            | 18718                                     | Commission    | \$5,392.50  |
| Account Types  | Local/Political                           | Net Total     | \$30,557.50 |
| Billing Type   | Standard                                  | Sales Tax     |             |
| Comments       |   |               |             |

## Charlotte (WSOC)

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| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times       | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station          | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|----------|---------|
| 15.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 4P- 5P (EST)    | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$1,200.00 | \$4,800.00 | Charlotte (WSOC) |          | 9/26/12 |
| 16.0 | Normal Line / Spot             | 10/29/12-11/02/12 | 3   | :30    | 4:30A- 5A (EST) | 4   | X  | X  | X  | X  | X  |    |    | 4     | \$275.00   | \$1,100.00 | Charlotte (WSOC) |          | 9/26/12 |
| 17.0 | Normal Line / Spot             | 11/03/12-11/03/12 | 3   | :30    | 6A- 7A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$500.00   | \$500.00   | Charlotte (WSOC) |          | 9/26/12 |
| 18.0 | Normal Line / Spot             | 11/03/12-11/03/12 | 3   | :30    | 8A- 9A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$800.00   | \$800.00   | Charlotte (WSOC) |          | 9/26/12 |
| 19.0 | Normal Line / Spot             | 11/04/12-11/04/12 | 3   | :30    | 6A- 7A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$450.00   | \$450.00   | Charlotte (WSOC) |          | 9/26/12 |
| 20.0 | Normal Line / Spot             | 11/04/12-11/04/12 | 3   | :30    | 8A- 9A (EST)    |     |    |    |    |    |    | 1  |    | 1     | \$800.00   | \$800.00   | Charlotte (WSOC) |          | 9/26/12 |

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE ☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

|   |                  |
|---|------------------|
| Station and Location:<br>WSOC - Charlotte | Date:<br>8/30/12 |
|---|------------------|

I, Quinn Durand,  
being/on behalf of: Beth Wood, a legally  
qualified candidate of the Democratic political  
party for the office of: State Auditor  
in the General  
election to be held on: Nov. 6, 2012  
do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days      | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|-----------|-------|----------------|-----------------|
| 15:30 sec.       | AM 5 PM News                     | Oct./Nov. | 1 1/2 |                |                 |

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ABC

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Stacy Messner

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Date

8/30/12

Signature

*[Signature]*

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

*[Signature]*

Printed Name

Dana Wade

Title